



# HOW TO ANALYZE AMERICAN FOOTBALL

*veo*

with video

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# Introduction

In today's football landscape, post-game analysis and practice reviews have never been more important. Every practice rep, every alignment, and every adjustment adds up to a larger picture: how your team develops and ultimately, competes.

That's why the ability to observe, capture, and analyze is one of the most powerful tools a coach and a program can have. Video doesn't just record what happened—it turns effort into evidence, and repetition into instinct. When players can see themselves executing correctly, or spot where a rep fell short, they develop awareness and build confidence in ways that spoken feedback alone can't achieve. At Veo, we believe video analysis should be simple, accessible, and impactful for every level of football. This e-book shows how coaches can use

Veo to save time, sharpen strategy, and inspire greater buy-in from their players.

This guide is tailored to coaches who want to start analyzing but may feel limited by time, technology, or resources. It's also a valuable resource for anyone interested in a coaching or analyst career in football.

We've divided this e-book into three key sections: Find Your "Why," Know What to Look For, and Observe, Analyze, & Present.

Enjoy your journey into video analysis—and remember, this is just the beginning!

## Find your why

Every successful video program starts with a clear purpose. Ask yourself: “Why do I want to analyze our games or practices?”

Here are a few common reasons:

- **Individual development**  
Video gives players a chance to see themselves from a different perspective. They can spot habits—good and bad—that aren’t always obvious in the heat of play. By breaking down positioning, decision-making, and execution, athletes gain the awareness needed to turn feedback into measurable growth. It also empowers players to take ownership of their development, making them more self-reliant learners.



→ **Tactical Adjustments**

Game film is the foundation for strategy in football. Coaches can diagnose offensive performance, evaluate defensive coverages, and analyze special teams execution. Why didn't we keep that mobile quarterback in the pocket? What is my safety seeing that made him come down when he's supposed to be covering that D1 recruit? How can I make the most out of this team? Reviewing video provides answers that guide practice plans and in-game adjustments.

→ **Program Growth and Recruiting**

Film strengthens the long-term health of your program. Beyond helping current athletes improve, video creates a professional footprint for your team. Highlight reels and game film can be shared with prospective players, families, and college recruiters. This visibility helps your athletes advance to the next level while elevating the reputation of your program. You can also submit your highlights to [www.veo.co/en-us/veomoment](http://www.veo.co/en-us/veomoment) for a chance to have your play featured on our social media channels. Every thumping hit, nasty catch, or downhill run, we want to see them and give you exposure.

→ **Coach Development**

Film isn't just for players. Coaches benefit from self-evaluation, too. Reviewing sideline management, play-calling tendencies, or adjustments during critical drives sharpens decision-making. Video also provides an opportunity to reflect on communication—both with players and among staff—helping the whole coaching team operate more effectively.

→ **Highlights and Fun**

Football is built on big moments, and video keeps them alive. From a game-winning touchdown to a crucial goal-line stand, highlight reels energize the locker room. We've seen programs create highlight awards for best Veo moment, turning film sessions into celebrations that build team spirit, recognize unsung heroes, and make players excited to see themselves on screen. Beyond motivation, these moments connect families, alumni, and fans—strengthening the culture that carries a program forward.



At this point, there are no right or wrong answers. The possible reasons to record are in no way limited to the ones mentioned above. To help you find your “why”, a number of things can assist your thought process. The players’ age, the team’s level and the team culture are some of the most important things to consider. So is the time you have available to analyze--both for your-

self and with the players. But the most important thing to consider is really: What are you interested in knowing more about? If you are fascinated by a specific playing style and want to implement this style on your team, this is your why. If your goal is ultimately to work with players to help them reach the next stage of their development, this is your “why”.

# Define Objectives

Once you've found your "why," determine specific, measurable objectives to turn that purpose into a plan. Without them, film sessions won't be as valuable as they can be; with them, you know exactly what to look for, what to fix, and how to prove it's working.

On offense, some objectives can be:

- Improve first-down efficiency.
- Increase third-down conversion rate over the course of the season.
- Increase the percentage of throws over the middle.
- Reduce turnovers by tracking pre-snap adjustments, in-play decision-making, and ball security on film.

On defense, some objectives can be:

- Limit explosive plays (20+ yards) to just a few per game.
- Improve red-zone defense.
- Increase takeaways by emphasizing angles, ball awareness, and understanding teammate placement/position.
- Sharpen tackling consistency by charting and reducing missed tackles weekly.

On special teams, some objectives can be:

- Improve the net punt average across the season.
- Limit opponent kickoff return yardage to keep them starting deeper in their own territory.

You can also use video to gather your own advanced stats, such as Average Depth of Target (aDOT) to measure how aggressive your passing game really is, or Yards After Contact (YAC) to see which players consistently fight for extra yardage. You can even chart other numbers that you believe are crucial to your style of play—whether that's explosive play rate, pressure rate, or red zone efficiency.

The key is that you don't need complicated software or a full analytics department to make video valuable. Trust your eyes. Use the film to pull the numbers and patterns that matter most, then turn those insights into clear, measurable objectives. When your objectives connect directly to your team's identity, every film session becomes more purposeful—and every practice becomes more focused on what truly drives your success.



**In the next chapter ...**

We dig more into the merit and start looking for things to analyse when we guide you to what to look for when analysing American Football.



## Know what you're looking for

After defining your objectives, the next step is identifying what to actually watch for in practices and games. Without a clear focus, it's easy to get lost in hours of film without finding the insights that move your team forward. Instead, approach each session with intention. Ask yourself: What's our

biggest weakness right now? Are we focusing on development or results this week? Which strengths can we build on to gain an edge? When you know the questions you're trying to answer, video becomes less about rewatching plays and more about uncovering patterns that directly shape improvement.

### **Formation Discipline and Alignment Pre-Snap**

Many mistakes happen before the snap. Video can show you if receivers are aligned correctly, if motions are timed right, and even allow you to gain insights from the defense's reaction. Pre-snap discipline builds confidence in execution—and any miscommunication or misalignment can blow up a play or lead to a penalty. Over time, you'll be able to see the pattern, and ultimately fix the issue.

### **Route Running, Timing, and Spacing**

Precise route depth, sharp breaks, and coordinated spacing separate average offenses from efficient ones. Film will show you if receivers are hitting their marks, if quarterbacks are aware of when and where to throw, and if spacing concepts are stretching the defense the way they're drawn up. Good timing turns "covered" plays into completions. Sitting down with your players to go through the small things can lead to incredible growth.

### **Defensive Communication and Adjustments**

*How did that tight end get so open? How did we tip off our coverage/blitz?*

On film, you'll see if linebackers are passing off routes, if DBs are making coverage checks, and whether the front adjusts correctly to motion or shifts. The tape doesn't lie—it shows whether everyone's on the same page, working together to win, *or if they are just getting cardio on the gridiron.*

### **Applying Focus in Practice and Games**

Don't try to cover everything in a single session. Pick two or three areas to highlight. For example, set the Veo Cam on the sideline during practice to track offensive line execution, then another day use an end zone angle to evaluate DB coverage. Each perspective tells a different story, and combining them over time gives both coaches and players a more complete view of performance. Skill and instinct development is a marathon, not a sprint, but having the ability to revisit moments on film helps players understand mistakes, repeat corrections, and build instincts that carry over on game day.

As film review becomes part of your culture, players start to see the game the way you do. Even more importantly, you begin to see the game through their eyes—noticing what they notice, understanding how they interpret situations, and coaching with more empathy and clarity. That shared perspective is what makes video analysis such a powerful development tool. On the flip side, working side by side with players and showing them different angles of their reps—whether it's gameday execution or practice drills—gives them more clarity into their own performance, helping them connect feedback to real action and reinforcing confidence in their growth.



## Delegate Responsibilities

Empower your players to take ownership of their learning. Encourage each athlete to review their clips and come back with one example they're proud of and one they want to improve. Over time, this builds habits of self-reflection, teaches accountability, and makes video sessions more interactive instead of coach-driven lectures. When players identify their own successes and areas for growth, they buy into the process at a deeper level.

Parents can also play a role—especially at the youth and high school levels—by reviewing clips with their kids through Veo's simple sharing tools. This gives families a front-row seat to their child's development, reinforces what coaches are teaching, and turns film into a positive talking point at home. Delegating this responsibility lightens the coaches' workload while keeping everyone in the loop.

For athletes with next-level aspirations, delegation extends even further. Instead of coaches having to pull together highlight reels or email clips individually, players can use Veo's Player Profile to manage their own recruiting presence. With just a few clicks, they can showcase big plays, share curated reels, and keep their portfolio updated. No exporting files, no juggling multiple apps, no relying on a coach to do it for them—everything is housed in one connected ecosystem: film, editing, profiles, and recruiting tools.

Delegating responsibility this way doesn't just save time—it builds a culture where every stakeholder has a role. Coaches coach, players reflect and improve, parents support, and athletes chasing the next level take control of their own future.

# Observe, analyse and present

With your objectives in mind, start reviewing footage after games or practices.

Tips:

- Focus on big-picture trends, not every snap.
- Find examples that clearly align with your objectives.
- Save good and bad clips to highlight in meetings.

**Positive Reinforcement:** Show successes first. Players respond better when they see what went right before correcting mistakes. You can also make positivity part of your team culture by recognizing standout moments each week or throughout the season. Whether it's a clutch play on game day or a perfect rep in practice, creating a "Best Play of the Week" or "Highlight of the Year" award gives players something to look forward to and reinforces the habits you want to see repeated. This not only encourages the effort you want to see, but also helps players build the instincts and confidence they'll rely on in games.

**Players Are Visual Learners:** They learn faster when they see themselves on film instead of hearing it. One or two clips that clearly illustrate the teaching point will stick longer than a 20-minute meeting. Freeze-frame key moments. Compare good and bad reps back-to-back. Use Veo's drawing tools to mark reads and routes directly on the film. The more players can see, the more naturally they'll repeat the behavior.

## Tools that make it simple with Veo

With Veo, film analysis is hands-off to record and simple to break down:

- Hands-free recording: Veo Cam 3 captures every snap automatically with no camera operator needed.
- Instant playback: Review key moments right on the sideline at half-time or after a drill.
- Tag, draw & clip: Use the Veo Editor to mark up plays, create playlists, and show players exactly what you want them to see
- Player Profiles: Athletes can collect and share their highlights directly for recruiting or program promotion
- Live streaming with sponsor overlays: Engage your community in real time and give local partners visibility while generating support for your program.

Veo keeps everything in one place—recording, editing, sharing, and streaming—so coaches save time and players get clearer feedback, faster.



## Buy-in through live streaming

Video isn't just for the locker room—it's also a way to connect your program with the people who care most. With Veo Live, games don't stop at the stadium gates. Families, alumni, and fans who can't be there in person can still watch every snap in real time, creating stronger bonds between your team and its community.

That access builds pride and deepens support from parents and boosters. When they see the effort on display and the excitement of key moments as they happen, their buy-in grows. For programs that rely

on volunteers, donations, or booster clubs, that visibility is a powerful tool.

And with sponsor overlays, Veo Live becomes more than a broadcast—it becomes a funding opportunity. Local businesses get recognition, programs see ROI, and athletic departments gain a sustainable revenue stream that directly supports athletes.

Live streaming builds connection, showcases your program, and turns every game into a chance to grow both on and off the field.

## Built for every level

What makes Veo different is its simplicity. The Veo Cam 3 is weatherproof, portable, and requires no permanent installation. That means no rigging, no expensive installation, and no need for an extra staff member behind the camera. You can take it from the practice field to the press box to an away game without missing a beat.

At every level of football, Veo gives every team the same advantage: clear, hands-free footage and a platform built for coaches and athletes.

## Analyzing football is a process

The more you practice analyzing, the more confident you'll become. Film study improves with repetition. At first, it may feel slow or overwhelming, but your eyes will begin to pick up patterns immediately, and the process will become second nature. What once took hours will take minutes, and the quality of your feedback will rise right alongside the speed of your analysis.

With consistency, coaches begin to:

- Identify key patterns faster: Spot tendencies in opponents or recurring habits in your own players.
- Save hours of review each week: Focus only on what matters most, instead of drowning in every snap
- Give clearer, more actionable feedback: Provide players with direct teaching points they can apply the very next rep
- Build effort and instinct into habits: Reinforce the right decisions and techniques until they become automatic

But film study isn't only about efficiency—it's about passion. Football is built on players, coaches, and strategy. Better access to video reveals the fine margins that swing games: the step a cornerback takes before breaking on a route, the angle of a pulling guard, the timing of a blitz pickup. These details often go unnoticed as they occur, but with video, they become visible and teachable.

Players will also start holding themselves accountable because they know the tape will show the truth. Coaches refine their own craft by seeing what worked, what didn't, and why. Teams build a shared language around film, where lessons from one game shape preparation for the next. It is a process that will continuously evolve as you do as a coach. Each rep, each drive, each practice becomes another opportunity to learn.

Above all, enjoy the process. Video analysis should never feel like busywork—it's the key to bringing strategy to life. Every rep becomes a lesson, every adjustment an opportunity, and every film session a chance to make your team sharper. With Veo, every practice and every game transforms from a single moment into a long-term investment in your players' growth.

## Final tips

**1.**

Always align analysis with your “why.”  
If you know your purpose, your film sessions will always have direction

**2.**

Balance corrections with celebrations. Highlight reels and positive clips build confidence and show athletes that their hard work is paying off.

**3.**

Use video to bring coaching to life. Don’t just talk about concepts—show them. The film makes abstract ideas concrete.

**4.**

Delegate and involve everyone. Empower players, assistants, and even parents to take part in the process. The more ownership everyone has, the stronger your culture will be.

**5.**

Balance detail with simplicity. Choose a few key objectives each week instead of trying to cover everything.

Ready to win more games, build better athletes, and take your coaching to the next level? Then make video analysis a cornerstone of your program. When used consistently, it’s not just a tool—it’s a competitive advantage, a teaching platform, and a cultural glue that binds your team together.

## Questions?

Do you have any questions about how to implement video technology and camera technology in your club? Please don't hesitate to contact us here in Veo. We have vast experience with analysing and using video on all levels of American Football.

[hello@veo.co](mailto:hello@veo.co)

**For analysing your matches, video is an absolute must-have. There are many different solutions to both getting the footage wrapped and performing the analysis. However, if you want to analyse your team's tactics, you need recordings taken with a relative overview of the pitch.**

**Veo is a one-stop solution that enables you to both record your matches, view and review the match, analyse the team's performance and share the recordings and findings with your players.**

**Contact us for more information.**

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